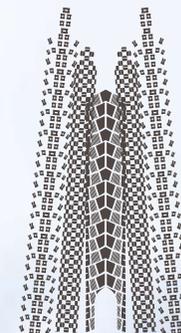




we are
cycling
UK



CATHEDRALS
CYCLE ROUTE

Bike Week and Cathedrals Cycle Route PR and Communications Pack

30 May-5 June 2021

bikeweek.org.uk

#CCR #7daysofcycling #bikeweekuk





What is the Cathedrals Cycle Route?

The Cathedrals Cycle Route is a unique partnership between the Association of English Cathedrals, the British Pilgrimage Trust, Cycling UK and Sustrans, and links all 42 Church of England cathedrals in a new initiative to promote greener travel and mental and physical wellbeing.

What you will find in this pack?

This pack is designed to help you promote the launch of the Cathedrals Cycle Route 2021.

You will find the tools you need to reach out to the press, social media platforms and via your networks.

Social media assets will be supplied alongside this pack. If you have not received them please email hq@bikeweek.org.uk

What is Bike Week?

Bike Week is the annual celebration of everything that's wonderful about cycling. It's a time to remind ourselves of all the positives that riding a bike can bring, including our own health and wellbeing, the theme of this year's event.

Of course, we've had to look at doing things a little differently this year, due to the pandemic and the restrictions on movement, so we're putting on a virtual social media challenge, an inspiring series of digital events, as well as encouraging people to enjoy a bike ride.

As we're seeing many more people out on their bikes, from families making use of more time together, to key workers avoiding public transport, we want to capitalise on that renewed interest.

By reminding people through Bike Week that cycling can fix many of society's biggest problems, including air pollution,

obesity, poor mental health and ill health from inactivity, we want to make sure people continue to benefit from cycling more once the crisis is over.



Together, we can make a better world by bike.

Discover the route

For more information on all or any of the routes visit:
cyclinguk.org/cathedrals-cycle-route-challenge

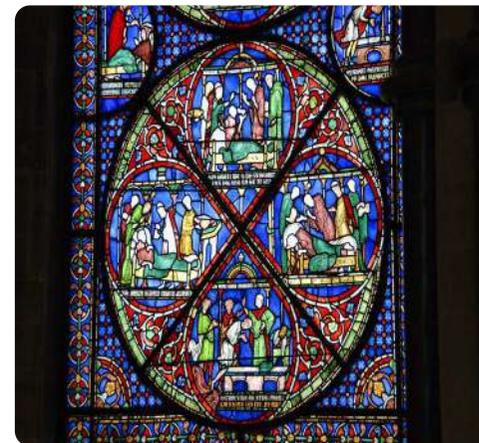
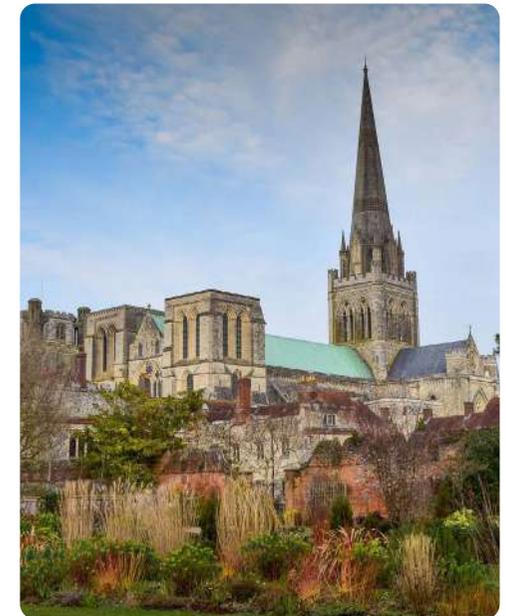
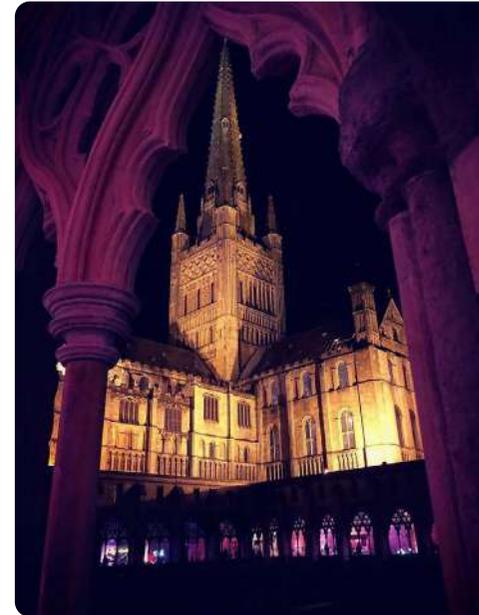
Cycle with purpose

We are also encouraging people to cycle from cathedral to cathedral for their chosen charity or asking them to support Cycling UK's Break the Cycle appeal, which aims to help improve people's wellbeing through the charity's community cycling clubs, activities and projects nationwide.

What is Break the Cycle?

Social isolation can be as bad for your health as smoking 15 cigarettes a day, is linked to an increased risk of dementia, heart disease, anxiety and depression.

This campaign aims to raise funds for Cycling UK's community cycle clubs, projects and other activities around the country which help to tackle social isolation. The past year has been hard for everyone, especially for those who have had to face the dark months alone. Cycling UK's projects provide vital companionship, help people learn new skills and increase mobility. Find out more at cyclinguk.org/breakthecycle.



We're delighted to be launching the Cathedrals Cycle Route at the start of Bike Week 2021

Join us on social media

Join with us on social media by following us on Twitter and Instagram, liking our Facebook page, tagging us and sharing/re-tweeting our posts. This will help us to reach a huge spread of people. Here's how to find us:

Twitter: @engcathedrals @WeAreCyclingUK

Facebook: @CyclingUK @engcathedrals

Instagram: @WeAreCyclingUK @engcathedrals

Hashtags

We are using three hashtags across all our social media platforms. These are:

#BikeWeekUK

#7DaysofCycling

#CCR

#DiscoverCathedrals

#CathedralsCycleRoute

Example posts

Here are some sample social media posts you can adapt or write your own:

[Insert name] is proud to be taking part in the #CathedralsCycleRoute as part of Bike Week to support more people cycling. Let's make a better world by bike. Cycle to your local cathedral.
#7daysofcycling #bikeweekuk #CCR

We're riding the #CCR in Bike Week which takes place from 30 May-5 June. Will you head out to your nearest cathedral? Let's make a better world by bike. Find out more.
#7daysofcycling bikeweek.org.uk/7daysofcycling

It's Bike Week! Join the movement and head out on your bike today. Discover the beauty of your local cathedral and check out the **#CathedralsCycleRoute #7daysofcycling cyclinguk.org/cathedrals-cycle-route-challenge**

Bike Week is the UK's only week in the calendar that encourages everyone to cycle. Dig out your bike and cycle between your local cathedrals.
#CCR #7daysofcycling #bikeweekuk cyclinguk.org/cathedrals-cycle-route-challenge

Social media examples



Draft press release:

And they're off!

Cyclists from xxx cathedral join in the launch of the Cathedrals Cycle Route in Bike Week

Cyclists from [XXXX Cathedral] will be taking part in a nationwide relay ride on a new cycle route linking every Church of England cathedral. The route is launching on 30 May to coincide with the start of Bike Week, the annual celebration of cycling delivered by Cycling UK.

NAME NAME NAME will ride between...x and x passing on a specially commissioned baton to the next group of riders in a unique event to launch the new 2,000-mile loop, which links all 42 English Cathedrals to promote greener travel and mental and physical wellbeing.

[XXXX]'s [LEADER], [NAME] or YOUR DEAN said:

"[e.g. we are delighted XXXXX Cathedral is to be a part of this. We have an opportunity to be at the heart of initiatives to support our communities in recovery and the Cathedrals Cycle Route is one way of doing that.

"It allows our visitors to appreciate not just the beauty and sanctity of our building, but to enjoy the journey between them as well, which after a year of restrictions, is even more important for our mental and physical wellbeing than ever before."

The first group of cyclists will set out from Newcastle Cathedral, the most northerly Anglican cathedral, on Sunday May 30 and a group is expected to return to Newcastle 42 days later (weather permitting) having cycled every Church of England cathedral. The start of the relay will coincide with The World's Biggest Bike Ride, marking the opening day of Bike Week (May 30-June 5 2021; bikeweek.org.uk).

The Cathedrals Cycle Route is a unique partnership between the Association of English Cathedrals, the British Pilgrimage Trust, Cycling UK and Sustrans. It measures 2,000 miles in total, with individual legs between cathedrals varying in length to suit all abilities.

It is the invention of academic, entrepreneur and keen cyclist Shaun Cutler, from Northumbria University, and is designed to help us all out of lockdown with opportunities for short cycle rides between cathedrals, new partnerships and fundraising for activities to support physical and mental wellbeing.

Shaun said: "The Cathedrals Cycle Route is about connecting our historic cathedrals and enjoying the spaces between them.

"Now more than ever, after a year of living with the coronavirus pandemic, this is a way to support people's mental and physical health and promote the mission of England's cathedrals through pilgrimage, wellbeing and heritage."

The relay ride will raise money for Cycling UK's Break the Cycle appeal, which aims to improve people's wellbeing and tackle social isolation through the charity's community cycling clubs, activities and projects nationwide (cyclinguk.org/breakthecycle). **(If your cathedral is raising money for a local charity then say so here)**

Sarah Mitchell, chief executive of Cycling UK, said: "This year's Bike Week event is all about how cycling boosts well-being: physical, mental and emotional. Apart from the obvious health benefits of getting active and reducing our reliance on polluting vehicles, cycling gives us time to think, to reconnect with the outside world, and to meet other people. Our community projects around the country help people come together to ride, to chat, and to learn a skill that gives them mobility and independence, and we are delighted that the launch of this route will also raise funds to help this valuable work."

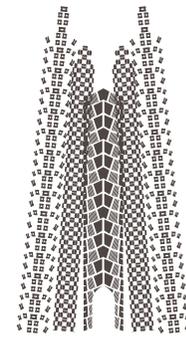
It is hoped that the relay ride will become an annual event and will encourage more and more people to get on their bikes this year and beyond.

Each cathedral has a dedicated cycle champion to improve the cycle-readiness of its building, ensure a warm welcome for visiting cyclists and increase the number that currently arrive on two wheels.

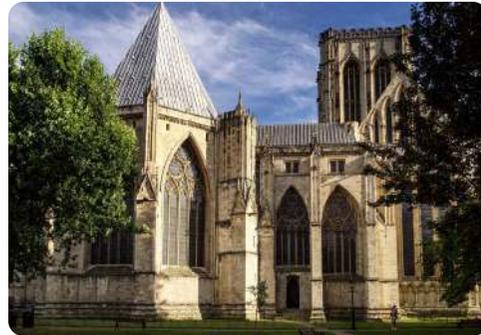
XXXX, XXXX Cathedral's Cycle Champion, said: "However our visitors come to our cathedral this year, we look forward to welcoming them and if they come on two wheels, we're ready with a warm welcome, a place to park their bikes, and somewhere to fill their water bottles."



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